

The Daily Journal

Building on Success - The Opportunities Ahead

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SUCCESS!!!

Can't silence the Secondhand Smoke Awareness Program...

The Asian Pacific Islander Coalition Against Tobacco (APICAT) success story comes from one of its 2004 – 2005 mini-contract recipients, Jeanne Johnson of ECOSS (Environmental Coalition Of South Seattle). ECOSS' project focused on two Asian American Pacific Islander communities (AAPI): Taiwanese and Vietnamese. After meeting with community members, they determined that women and youth in their communities were not aware of the harmful effects of second-hand smoke. As one member of the Taiwanese community put it:

"Of course everyone knows that smoking is bad for you, but we didn't know just how bad! We received education and then we shared that information with our community."

In response to this issue, they created the **Secondhand Smoke Awareness Program (SHSAP)**. Many members of the project were families from each community. They participated in various trainings and discussion groups that educated them on the dangers of second-hand smoke exposure. After completing the educational piece, the families took the information they received, and developed a way to deliver it to their communities.

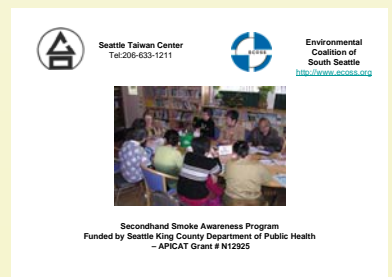


Jeanne worked with the Taiwanese families through a community center. As a result a brochure was created that was called "Why is the baby crying?" by the Taiwanese families. It is about a grandpa who had to quit smoking before he was allowed to see his baby grandchild. It was based on a real story from one of the participants in the program. The brochure was also printed in Chinese and English.



Each member of the project had a different experience, but overall a positive change was made in their homes, such as no longer allowing guests to smoke in their home. One of the members decided to quit smoking as a result of the program and designing the brochure. The method used in the project was one that worked well for the two communities. By allowing the members to create the brochures themselves from the information they received, they shared information with their community in their own languages, and in a manner that was easily understood.

Jeanne hopes to continue the program, and highlight information from brochures in the Taiwanese and Vietnamese community newspapers. They are also working on having the "Why is the baby crying?" brochure shared through the Taiwanese community center's newsletter, reaching over 500 people in their community.



Tobacco Prevention & Control 2005 Annual Conference

TODAY'S FORECAST

Smoke Free Environments leading into Easy Breathing



A cigarette after the meal is heaven!

What should I do?
Smoking = No hugs for baby

It stinks!

My grandchild means more to me than smoking